

# CONTRACT



**KUSA-TV**  
**500 Speer Blvd.**  
**Denver, CO 80203**  
**(866)858-5322**

[www.9news.com](http://www.9news.com)

And:

**Greer Margolis Mitchell/ Pol**  
**3050 K St NW**  
**Washington, DC 20007**

<u>Contract / Revision</u> 707485 /		<u>Alt Order #</u> 06284916
<u>Product</u> <b>OBAMA FOR AMERICA</b>		
<u>Contract Dates</u> <b>08/25/12 - 09/03/12</b>		<u>Estimate #</u> <b>1620</b>
<u>Advertiser</u> <b>Obama/D/President</b>		<u>Original Date / Revision</u> 08/17/12 / 08/28/12
<u>Billing Cycle</u> WEEKLY	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> <b>KUSA</b>	<u>Account Executive</u> Mary Tricoli	<u>Sales Office</u> Telerep Philadel
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 95	<u>Product Code</u> 101
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Rtn	Type	Spots	Amount
N 1	KUSA	08/27/12	08/31/12	Late News (M-Su)	M-Su 10-1037p		:30				NM	3	\$9,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	08/27/12	09/02/12	MTWTF--				3	\$3,200.00	0.00			
N 2	KUSA	08/27/12	08/31/12	Extra	1230p-1p		:30				NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	08/27/12	09/02/12	MTWTF--				5	\$400.00	0.00			
N 3	KUSA	08/27/12	08/31/12	9News at Noon	12p-1230p		:30				NM	4	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	08/27/12	09/02/12	MTWTF--				5	\$550.00	0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	4	KUSA	08/27/12-09/02/12	9News at Noon	12p-1230p	MTuWThF----	:30		<del>\$550.00</del>	0.00	NM		
			Credited										
N 4	KUSA	08/27/12	08/31/12	Days of Our Lives	M-F 2-3p		:30				NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	08/27/12	09/02/12	MTWTF--				5	\$500.00	0.00			
N 5	KUSA	08/27/12	08/31/12	9News 4pm	4p-5p		:30				NM	3	\$3,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	08/27/12	09/02/12	MTWTF--				5	\$1,300.00	0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	4	KUSA	08/27/12-09/02/12	9News 4pm	4p-5p	MTuWThF----	:30		<del>\$1,300.00</del>	0.00	NM		
			Credited										
	5	KUSA	08/27/12-09/02/12	9News 4pm	4p-5p	MTuWThF----	:30		<del>\$1,300.00</del>	0.00	NM		
			Credited										
N 6	KUSA	08/27/12	08/31/12	9News 5pm	5p-530p		:30				NM	4	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	08/27/12	09/02/12	MTWTF--				5	\$2,000.00	0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	5	KUSA	08/27/12-09/02/12	9News 5pm	5p-530p	MTuWThF----	:30		<del>\$2,000.00</del>	0.00	NM		
			Credited										
N 7	KUSA	08/27/12	08/31/12	NBC Nightly News	530p-6p		:30				NM	3	\$8,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	08/27/12	09/02/12	MTWTF--				3	\$2,800.00	0.00			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Gannett Co., Inc. and its stations do not discriminate in advertising contracts on the basis of race, gender or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race, gender or ethnicity, even if handwritten, typed or otherwise made a part of the particular contract, is hereby rejected. Advertiser agrees to indemnify Station from all claims (including attorney's fees) for which Station may become liable due to the advertisement(s). This contract renders void any statement concerning liability which appears on correspondence from agency or advertiser. It is further agreed that the station does not accept advertising orders or space reservations claiming sequential liability.

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service, shall not constitute payment to this station.

TERMS: Due 15th day of the Month following Broadcast.



**KUSA-TV**  
**500 Speer Blvd.**  
**Denver, CO 80203**  
**(866)858-5322**

[www.9news.com](http://www.9news.com)

Contract / Revision	Alt Order #
707485 /	06284916

Contract Dates	Product	Estimate #
08/25/12 - 09/03/12	OBAMA FOR AMERICA	1620

Advertiser	Original Date / Revision
Obama/D/President	08/17/12 / 08/28/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
N 8	KUSA	08/27/12	08/31/12	9News 6pm	6p-630p		:30				NM	3	\$6,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/27/12	09/02/12	MTWTF--				3	\$2,200.00	0.00			
N 9	KUSA	08/27/12	08/31/12	9News 6am	6-7am		:30				NM	5	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/27/12	09/02/12	MTWTF--				5	\$1,800.00	0.00			
N 10	KUSA	08/27/12	08/31/12	Today Show	7-9am		:30				NM	3	\$5,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/27/12	09/02/12	MTWTF--				3	\$1,700.00	0.00			
N 11	KUSA	08/27/12	08/31/12	Today Show II	9-10am		:30				NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/27/12	09/02/12	MTWTF--				5	\$450.00	0.00			
N 12	KUSA	08/25/12	08/25/12	9News 10pm Sat	Sat 10p-1037p		:30				NM	1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S-				1	\$2,800.00	0.00			
N 13	KUSA	08/25/12	08/25/12	9News 5p Sat	5-6p		:30				NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S-				1	\$1,500.00	0.00			
N 14	KUSA	08/25/12	08/25/12	9News 7a Sat	7-9a		:30				NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S-				2	\$1,000.00	0.00			
N 15	KUSA	08/26/12	08/26/12	Late News (Su)	Sun 10-1037p		:30				NM	1	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S				1	\$3,200.00	0.00			
N 16	KUSA	08/26/12	08/26/12	9News Sun	5p-6p		:30				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S				1	\$1,500.00	0.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
		1	KUSA	08/20/12-08/26/12	9News Sun	5p-6p	-----Su	:30	<del>\$1,500.00</del>	0.00	NM		
		Credited											
N 17	KUSA	08/26/12	08/26/12	Sunday Today	6-7am		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S				1	\$350.00	0.00			
N 18	KUSA	08/26/12	08/26/12	9News 7a Sun	7-9a		:30				NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S				2	\$1,000.00	0.00			
N 19	KUSA	08/28/12	08/28/12	AGT	9-10p		:30				NM	1	\$8,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/27/12	09/02/12	-T-----				1	\$8,500.00	0.00			
N 20	KUSA	08/25/12	08/25/12	9News 5p Sat	5-6p		:30				NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S-				1	\$1,500.00	0.00			
N 21	KUSA	09/02/12	09/02/12	Deutsche Bank Champ	Various		:30				NM	5	\$2,575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/27/12	09/02/12	-----S				5	\$515.00	0.00			
N 22	KUSA	09/03/12	09/03/12	Deutsche Bank Champ	Various		:30				NM	5	\$2,575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/03/12	09/09/12	M-----				5	\$515.00	0.00			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Gannett Co., Inc. and its stations do not discriminate in advertising contracts on the basis of race, gender or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race, gender or ethnicity, even if handwritten, typed or otherwise made a part of the particular contract, is hereby rejected. Advertiser agrees to indemnify Station from all claims (including attorney's fees) for which Station may become liable due to the advertisement(s). This contract renders void any statement concerning liability which appears on correspondence from agency or advertiser. It is further agreed that the station does not accept advertising orders or space reservations claiming sequential liability.

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service, shall not constitute payment to this station.

TERMS: Due 15th day of the Month following Broadcast.



**KUSA-TV**  
**500 Speer Blvd.**  
**Denver, CO 80203**  
**(866)858-5322**

[www.9news.com](http://www.9news.com)

<u>Contract / Revision</u>	<u>Alt Order #</u>
707485 /	06284916

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
08/25/12 - 09/03/12	OBAMA FOR AMERICA	1620

<u>Advertiser</u>	<u>Original Date / Revision</u>
Obama/D/President	08/17/12 / 08/28/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		Start Date	End Date	Weekdays				Spots/Week	Rate	Rating			
<b>Totals</b>											0.00	63	\$86,550.00

Time Period	# of Spots	Gross Amount	Net Amount
08/20/12 - 08/26/12	9	\$13,350.00	\$11,347.50
08/27/12 - 09/02/12	49	\$70,625.00	\$60,031.25
09/03/12 - 09/09/12	5	\$2,575.00	\$2,188.75
<b>Totals</b>	<b>63</b>	<b>\$86,550.00</b>	<b>\$73,567.50</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Gannett Co., Inc. and its stations do not discriminate in advertising contracts on the basis of race, gender or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race, gender or ethnicity, even if handwritten, typed or otherwise made a part of the particular contract, is hereby rejected. Advertiser agrees to indemnify Station from all claims (including attorney's fees) for which Station may become liable due the advertisement(s). This contract renders void any statement concerning liability which appears on correspondence from agency or advertiser. It is further agreed that the station does not accept advertising orders or space reservations claiming sequential liability.

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service, shall not constitute payment to this station.

TERMS: Due 15th day of the Month following Broadcast.